

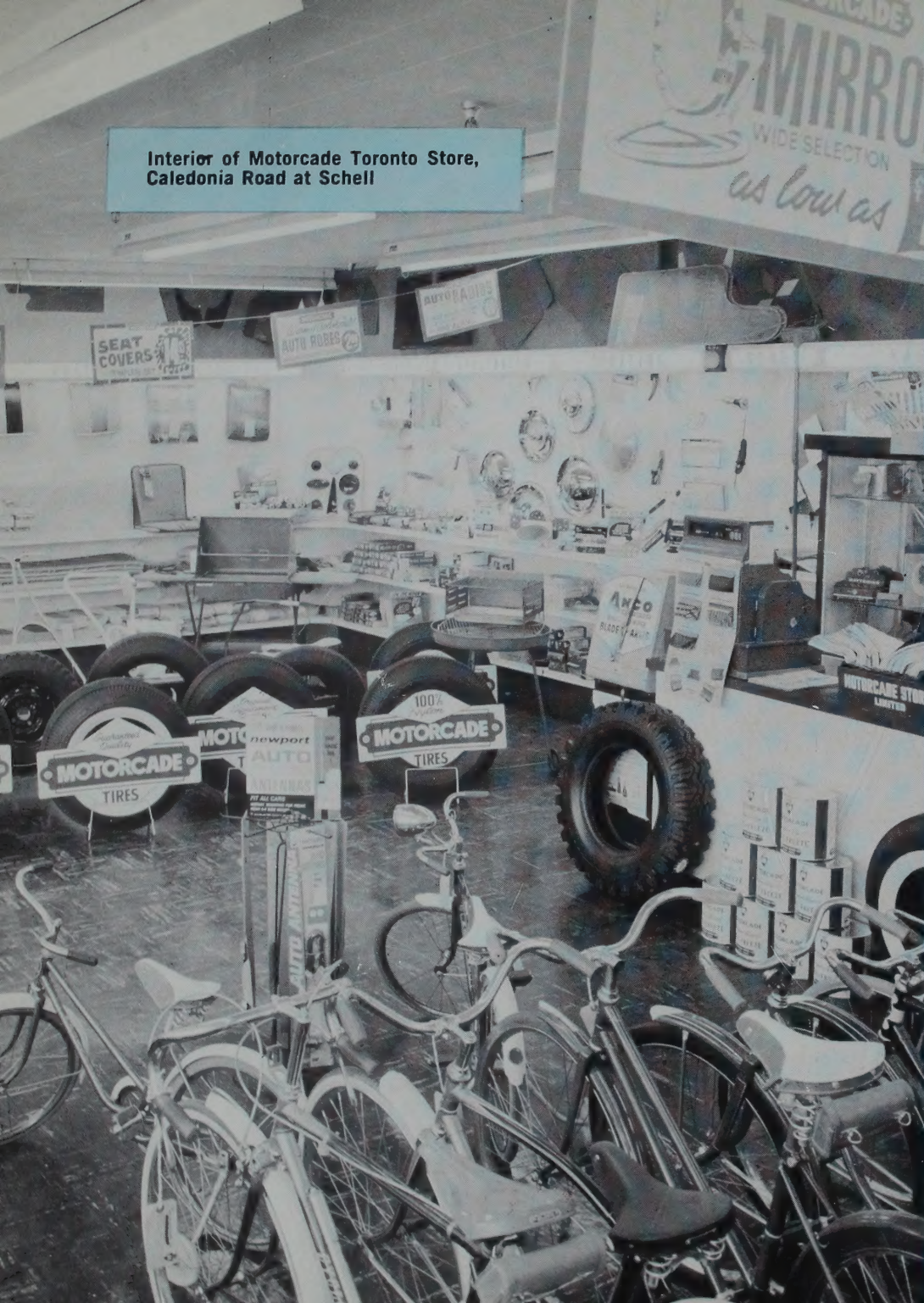
SERVING CANADIAN  
MOTORISTS WITH  
THE FINEST  
PRODUCTS AT THE  
LOWEST PRICES



MOTORCADE STORES

105 DEALERS IN ONTARIO *and* STILL GROWING...

Interior of Motorcade Toronto Store,  
Caledonia Road at Schell



# MOTORCADE STORES

## CAPITALIZATION

Authorized 1,000,000 shares

Outstanding 500,000 shares

## OFFICERS and DIRECTORS

MARTIN WINTER — *President and General Manager*

DOUGLAS GILLAM — *Secretary-Treasurer*

RALPH E. MARTIN — *Director*

all of Toronto

## REGISTRAR and TRANSFER AGENT

THE CANADA TRUST COMPANY, Toronto

## AUDITORS

KAY, SHELDON, COLE & Co., *Chartered Accountants*

## HEAD OFFICE

201 SCHELL AVENUE, TORONTO 10, ONTARIO

THIS REPORT IS FOR INFORMATION ONLY AND IS NOT IN ANY WAY TO BE  
CONSTRUED AS AN OFFERING OF SHARES OF MOTORCADE STORES LIMITED.



LIMITED

## A SOUND BASIS FOR EXPANSION

IN THE PAST four and a half years, Motorcade Stores Limited, as a privately-owned enterprise, has established a successful and growing business in the wholesale distribution of automotive parts and accessories through a large chain of independent dealers in the Province of Ontario. Now, with the aid for the first time of public financing, the time has come for Motorcade to carry out a major program of expansion. We intend to enter the retail automotive market *directly* through a series of new Company stores to be located in the large metropolitan centres, and first steps in this program have already been taken.

That such expansion is warranted and desirable at this time may be seen from the rapidly expanding replacement, accessory and service market occasioned by the continued growth of automobile and truck registrations all across Canada. The dollar value of this market in 1959 amounted to \$398 million. An independent estimate of its growth places the value by 1972 at \$2.2 billion.

We are very proud of the progress made by our 105 dealers who serve rural areas and smaller communities throughout Ontario. It is one of the largest chains of its kind in Canada — if not the largest. All of our dealers are independent operators doing a fine job and providing a growing mass market for Motorcade products. We will have more such dealers in the months ahead.

We are equally proud of our staff, a corps of highly trained people thoroughly experienced in the automotive supply, accessory and service business as well as in the new techniques of discount merchandising.

The most challenging part of the Motorcade expansion program, however, is to be found in our decision to establish direct-to-customer discount stores in large metropolitan areas, starting first with Metropolitan Toronto, with its immense replacement and accessory market of close to a million cars and trucks.

The first of these Motorcade stores has already been established in Toronto on Caledonia Road just north of Eglinton Avenue West, and the results so far, after only a few months of operation, are proving highly satisfactory. It is our intention to locate several Motorcade Automotive Supply and Service Depots in districts of high local and transient traffic density. Each will carry our complete line and will be equipped to handle all service demands, including industrial fleets of cars and trucks.

These Company stores, together with our expanding chain of dealers, will permit us to take advantage of large volume discount sales promotion, in keeping with current merchandising trends.

Following their study of Motorcade's potential, Industrial Market Research Limited, has concluded that, given sufficient capital and continued sound and aggressive management, our program of expansion should meet with the kind of success we have envisaged, with estimated sales volume in excess of \$11 million within the next decade. We shall apply ourselves to this task with energy and confidence.

MARTIN WINTER,  
President.

MARTIN WINTER



DOUGLAS GILLAM





ABOVE: The Motorcade warehouse discount store and service centre on Caledonia Road, Toronto.

RIGHT: Part of Motorcade warehouse, serving 105 dealers in Ontario.

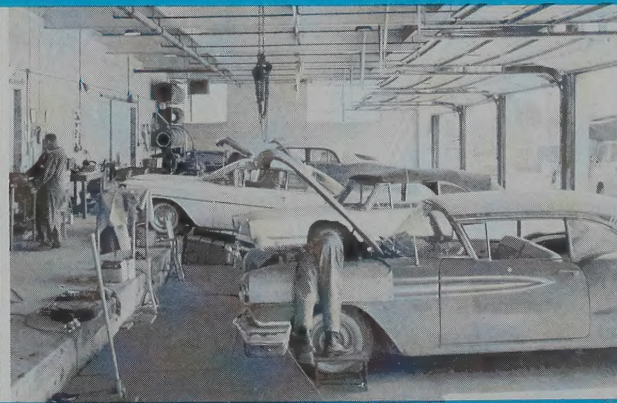


MIDDLE, RIGHT: Motorcade tires give guaranteed performance at discount prices.

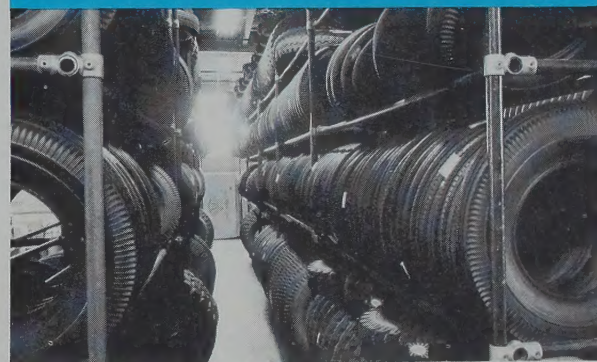
BELOW: A jungle of Motorcade exhaust pipes available for every model of every car.



ABOVE: Interior view of Motorcade Store, Toronto.



ABOVE: Motorcade service centre installs mufflers, brakes and other parts and accessories.



## FROM SHOP TO DISCOUNT AUTOMOTIVE CHAIN WITHIN FIVE YEARS . . . AND STILL GROWING

FROM A MODEST BEGINNING about five years ago, Motorcade has developed a flourishing auto parts and accessories business throughout Ontario that is still growing.

The Company's fine products are now known to tens of thousands of motorists through a chain of more than 100 independent dealers, and through Motorcade's first modern discount supermarket and service centre in Toronto. More dealer outlets are being acquir-

ed in busy communities throughout Ontario as the Company expands its operations. Advertising and promotion campaigns are being stepped up, and popular new lines added.

In the big urban centres such as Toronto, Motorcade is planning to open additional direct-to-consumer discount stores, utilizing wherever possible, well-located existing service stations which can be transformed into Motorcade Automotive Supply and Service Centres — as illustrated in the sketch below. Some 350,000 motorists enter Toronto every day, providing Canada's biggest automotive market.

The Motorcade sign will become a land-mark to motorists no matter where they are — and Motorcade advertising, backed by highest quality merchandise at discount prices, will attract a growing number of customers to our many outlets in this ever-expanding business.

Our expansion program is based on tangible evidence of the growth potential of the indus-

try in the year ahead. The motor car manufacturers, for example, predict that 1962 will be a banner year for sales and production — which would automatically increase the parts and accessory demand. A recent report of the Department of Economics of Ontario forecasts a population rise in the central province by 2,700,000 in the next fifteen years, pre-supposing a big increase in the number of motor cars and trucks *and an ever-enlarging replacement market for Motorcade.*

Added to this, the special survey by Industrial Market Research Limited (referred to elsewhere in these pages), estimated that the potential market available to Motorcade in the auto field alone will have mounted to \$2.2 billion in Canada by 1972.

Motorcade, with the aid of public financing for the first time, has laid out an aggressive sales promotion and expansion program to take full advantage of this bright opportunity.



# MOTORCADE DEALERS THROUGHOUT ONTARIO

Motorcade is proud of its 105 independent dealers who sell our products to motorists in all parts of Ontario away from the big metropolitan centres. Our dealers are, for the most part, independent operators who own their own property and business, and know the automotive business inside out. Many of them are themselves licensed mechanics who have built successful enterprises and are now expanding with Motorcade. Each

holds an exclusive franchise in his territory. With the diversification and price advantage available in Motorcade products, coupled with province-wide consumer advertising, these independent garage and service station operators can compete successfully in the discount automotive parts and accessory business. They provide a growing mass market for Motorcade products — and expert service for the motorist. Our fully experienced staff works closely with our dealers, assisting them directly in establishing and promoting their business.

It is our intention constantly to add new dealers to our lengthening chain, making the Motorcade Stores sign as familiar to Canadian motorists as the signs of leading gasoline brands.

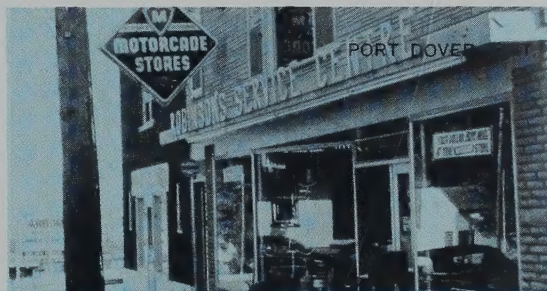
Here is a list of places where the Motorcade sign is already a familiar symbol of high quality, good service and lowest prices:

ACTON, ONT.  
AJAX, ONT.  
ALBAN, ONT.  
ALMONTE, ONT.  
ALVINSTON, ONT.  
ARKONA, ONT.  
ARNPRIOR, ONT.  
AURORA, ONT.  
BANCROFT, ONT.  
BEAVERTON, ONT.  
BEETON, ONT.  
BINBROOK, ONT.  
BOBCAYGEON, ONT.  
BOLTON, ONT.  
BRACEBRIDGE, ONT.  
BRADFORD, ONT.  
BRANTFORD, ONT.  
BRODHAGEN, ONT.  
CALEDONIA, ONT.  
CARP, ONT.  
CHALK RIVER, ONT.  
CHARING CROSS, ONT.  
CHESLEY, ONT.  
CLINTON, ONT.  
COBDEN, ONT.  
COLDWATER, ONT.  
COLLINGWOOD, ONT.  
COOKSTOWN, ONT.  
DEEP RIVER, ONT.  
DELHI, ONT.  
DURHAM, ONT.

ELMIRA, ONT.  
ELMVALE, ONT.  
ERIN, ONT.  
FALLBROOK, ONT.  
FENELON FALLS, ONT.  
FENWICK, ONT.  
FRANKFORD, ONT.  
GARSON, ONT.  
GLENCOE, ONT.  
GODERICH, ONT.  
HAGAR, ONT.  
HARCOURT, ONT.  
HARROWSMITH, ONT.  
HENSALL, ONT.  
INGERSOLL, ONT.  
IROQUOIS, ONT.  
JASPER, ONT.  
KALARDAR, ONT.  
KINCARDINE, ONT.  
LAKEFIELD, ONT.  
LANARK, ONT.  
LANCASTER, ONT.  
LUCKNOW, ONT.  
MALTON, ONT.  
MANITOWANING, ONT.  
MAPLE, ONT.  
MARKDALE, ONT.  
MATTAWA, ONT.  
MAYNOOTH, ONT.  
MEAFORD, ONT.  
MERLIN, ONT.



AJAX, ONT.



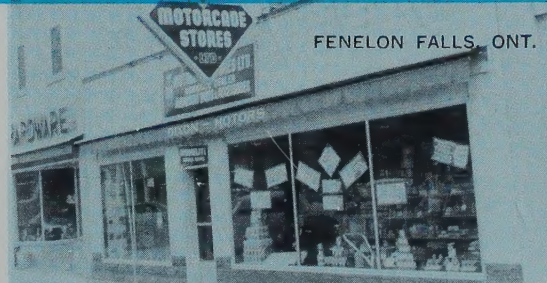
PORT DOVER



THOROLD, ONT.



BEAVERTON, ONT.



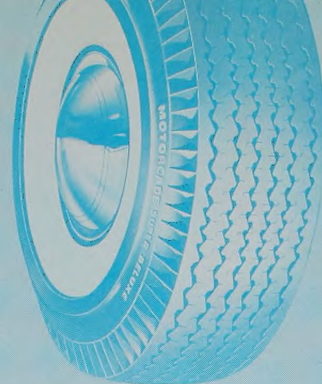
FENELON FALLS, ONT.



ALMONTE, ONT.

MITCHELL, ONT.  
 MONO ROAD, ONT.  
 MOUNT ALBERT, ONT.  
 NASHWAAKSIS, N.B.  
 NEUNSTADT, ONT.  
 NEW HAMBURG, ONT.  
 NEWMARKET, ONT.  
 NORWOOD, ONT.  
 ORILLIA, ONT.  
 OWEN SOUND, ONT.  
 OXFORD MILLS, ONT.  
 PAINSWICK, ONT.  
 PAISLEY, ONT.  
 PALMERSTON, ONT.  
 PARKHILL, ONT.  
 PEMBROKE, ONT.  
 PENETANG, ONT.  
 PICTON, ONT.  
 PORT DOVER, ONT.  
 PORT PERRY, ONT.  
 POWASSAN, ONT.  
 RIDGETOWN, ONT.

SARNIA, ONT.  
 SCHOMBERG, ONT.  
 SEAFORTH, ONT.  
 SHANNONVILLE, ONT.  
 STAYNER, ONT.  
 ST. CATHARINES, ONT.  
 SUNDRIDGE, ONT.  
 TARA, ONT.  
 THAMESFORD, ONT.  
 THEDFORD, ONT.  
 THORNBURY, ONT.  
 THOROLD, ONT.  
 TORONTO, ONT.  
 VIENNA, ONT.  
 VIRGIL, ONT.  
 WATERLOO, ONT.  
 WELLAND, ONT.  
 WEST GUILFORD, ONT.  
 WHEATLEY, ONT.  
 WHITBY, ONT.  
 WILLIAMSFORD, ONT.



You will find the Motorcade name on the highest quality tires, batteries, mufflers and other fast-moving auto parts and accessories, bicycles, tools and related products. Many other leading brand names are carried in addition to those bearing the Motorcade name. Here is a partial list of products sold at

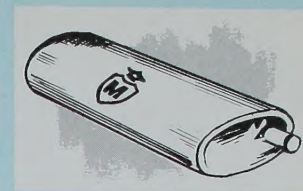
## MOTORCADE STORES

Tires • Batteries • Mufflers & Pipes  
 • Automotive Chemicals • Auto  
 Mirrors • Floor Mats • Fan Belts •  
 Fractional Horse Power Belts •  
 Radiator Hose • Springs • Genera-  
 tors • Starters • Clutches • Regula-  
 tors • Solenoid Switches • Fuel  
 Pumps • Shock Absorbers • Auto  
 Accessories • Brake Linings • Hy-  
 draulic Brake Parts • Car Jacks •  
 Fishing Tackle • Bicycles • Bicycle  
 Tires & Accessories • Power Mow-  
 ers • Auto Radios and Aerials •  
 Auto Blankets • Baby Seats • Hand  
 Tools • Power Tools • Ball & Roller  
 Bearings • Seat Cushions • Bat-  
 tery Cables & Straps • Battery  
 Booster Cables • Car Wash  
 Brushes • Garden Hose & Acces-  
 sories • Carburetors • Carburetor  
 Kits • Automotive Bolts, Nuts &

Fasteners • Auto Compass • En-  
 gine Parts • Gaskets • Auto Front  
 End Parts • Auto Seat Covers •  
 Rebuilt Engines • Rebuilt Trans-  
 missions • Rebuilt Auto Rear Ends  
 • Oil & Air Filters • Fender Skirts  
 • Wheel Discs • Flash Lights &



Lanterns • Automotive Lamps •  
 Funnels • Gas Cans • Abrasives •  
 Tire Gauges • Tire Pumps • Grease  
 Guns • Heater Fittings • Hub Caps  
 • Automotive Ignitions • Engine  
 Heaters • Thermostats • Auto-  
 motive Bulbs • Seal Beam Units •  
 Luggage Carriers • Gas & Oil Lines  
 • Brass Fittings • Touch Up Paint  
 • Rocker Panels • Snow Tires •  
 Socket Wrench Sets • Automotive  
 Wire & Cable • Tire Reliners • Tire

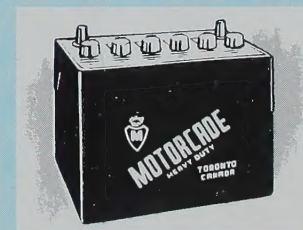


Patching Equipment • Sun Glasses  
 • Anti-Freeze • Wheel Rims • Gar-  
 den Tillers • Sponges • Chamois •  
 Oil Cans.



### NAME BRAND PRODUCTS

Simonize Products • Johnsons  
 Wax Products • Champion Spark  
 Plugs • Autolite Spark Plugs •  
 Shaler Products • Complete Line  
 of Shop Equipment • Welding Sup-  
 plies • Westinghouse House Bulbs  
 • 3M Abrasives and Tape • General  
 Steel Wares • Gray Bonney Tools.



## EXPANDING SALES AND PROFITS

From a survey of 20 current dealers selected at random, it was concluded that "Motorcade Stores Limited has very favourable relationships with their dealers and their customers. The company's arrangement enables the independent operators to expand their sales and profits. Their comments can be summarized by the statement that Motorcade Stores Limited is an expanding company with quality products and a reputation of fair dealings with customers and Motorcade dealers".

Product lines carried by Motorcade Stores Limited compare favourably in quality and price with similar items offered by their major competi-  
 tors.

Excerpt from the report of  
 INDUSTRIAL MARKET RESEARCH LIMITED  
 a Division of Gruneau Research Limited  
 August 30, 1961



MOTORCADE STORES LIMITED

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HEAD OFFICE and WAREHOUSE

Telephone RUssell 9-4511

SERVICENTRE

Telephone RUssell 9-4518

201 SCHELL AVENUE, TORONTO 10, CANADA

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